

ORDER

KSNV

Orders
Order / Rev: 106602
Alt Order #: 06852462
Product Desc: JOE HECK 4 CONGRESS
Estimate: 2690
Flight Dates: 09/17/12 - 09/30/12
Original Date / Rev: 09/14/12 / 09/18/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: Strategic Media Placement, Inc.
Buying Contact:
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Heck, Joe for Congress *Revised*
Demographic: A35+
Product Codes: PLC02
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	62	\$36,400.00	\$30,940.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	62	\$36,400.00	\$30,940.00	0.00
Totals	62	\$36,400.00	\$30,940.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	30%	\$36,400.00
Market	100%	\$121,333.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$36,400.00
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	30%	\$36,400.00
KTUD	0%	\$0.00
KVVU	10%	\$12,133.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/17/12	09/27/12	M-F 6-7a WakeUp w/WagM	6-7a		MTWT---	:30	4	\$450.002		0.00	NM	8	\$3,600.00
M-F 6-7a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWT---					4	\$450.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/17/12	09/27/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWT---	:30	4	\$450.002		0.00	NM	8	\$3,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWT---					4	\$450.00		0.00			
		Week: 09/24/12	09/30/12	MTWT---					4	\$450.00		0.00			
E 2	KSNV	09/17/12	09/28/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	5	\$550.002		0.00	NM	10	\$5,500.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--					5	\$550.00		0.00			
		Week: 09/24/12	09/30/12	MTWTF--					5	\$550.00		0.00			
E 3	KSNV	09/17/12	09/28/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	5	\$725.002		0.00	NM	10	\$7,250.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--					5	\$725.00		0.00			
		Week: 09/24/12	09/30/12	MTWTF--					5	\$725.00		0.00			
E 4	KSNV	09/17/12	09/28/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	M-W-F--	:30	3	\$725.002		0.00	NM	6	\$4,350.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-W-F--					3	\$725.00		0.00			
		Week: 09/24/12	09/30/12	M-W-F--					3	\$725.00		0.00			
E 5	KSNV	09/17/12	09/28/12	Face to Face w/ Ralston Face to Face w/ J.Ralston	CM	730-758pm	MTWTF--	:30	5	\$400.002		0.00	NM	10	\$4,000.00
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--					5	\$400.00		0.00			
		Week: 09/24/12	09/30/12	MTWTF--					5	\$400.00		0.00			
E 6	KSNV	09/17/12	09/27/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWT---	:30	4	\$750.002		0.00	NM	8	\$6,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWT---					4	\$750.00		0.00			
		Week: 09/24/12	09/30/12	MTWT---					4	\$750.00		0.00			
E 7	KSNV	09/22/12	09/30/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$750.002		0.00	NM	4	\$3,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----SS					2	\$750.00		0.00			
		Week: 09/24/12	09/30/12	-----SS					2	\$750.00		0.00			
E 8	KSNV	09/22/12	09/29/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$225.003		0.00	NM	2	\$450.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-					1	\$225.00		0.00			
		Week: 09/24/12	09/30/12	-----S-					1	\$225.00		0.00			
E 9	KSNV	09/23/12	09/30/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$200.003		0.00	NM	2	\$400.00
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S					1	\$200.00		0.00			
		Week: 09/24/12	09/30/12	-----S					1	\$200.00		0.00			
E 11	KSNV	09/28/12	09/28/12	Fri 10-11p Friday Prime 10-11pm	CM	10-11pm	-----F--	:30	1	\$1,400.003		0.00	NM	1	\$1,400.00
DATELINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----F--					1	\$1,400.00		0.00			
N 12	KSNV	09/19/12	09/21/12	Dr. Phil Dr Phil	CM	3-4p	--WTF--	:30	1	\$450.001		0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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N 12	KSNV	09/19/12	09/21/12	Dr. Phil Dr Phil	CM	3-4p	--WTF--	:30	1	\$450.00	1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 09/17/12		09/17/12	09/23/12	--WTF--		1			\$450.00		0.00				
													Totals	62	\$36,400.00